

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: David Beran

DATE: August 31, 1992

FROM: Karen Miller

SUBJECT: Marketing Perceptions, Inc.

PROJECT:

Attached for your approval is a contract between Marketing Perceptions, Inc. and Philip Morris to conduct 8 focus groups on Price Value concepts.

BUDGET:

The cost of conducting this research is \$37,450.00 \pm 10% and will be covered by the 1992 Consumer Research budget

Karen Miller



David Beran



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